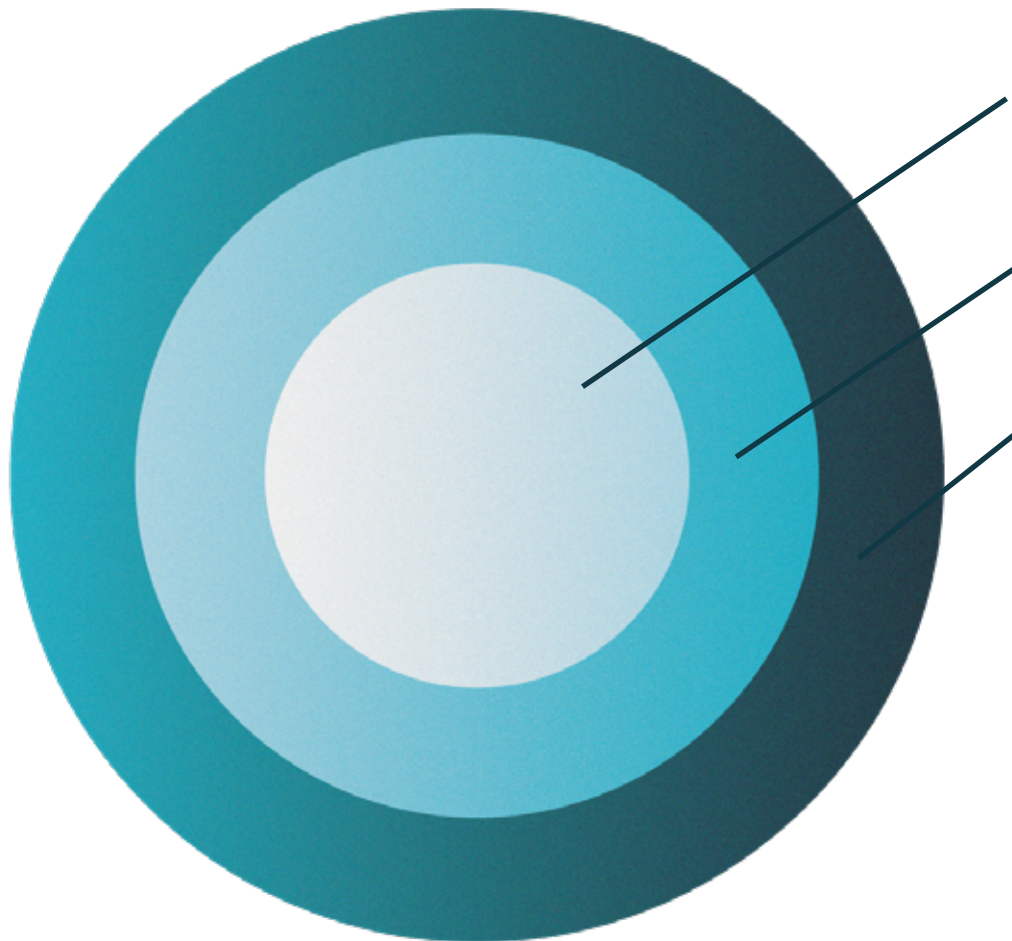# FOUNDRY

# Social and Digital Playbook

# Contents

# Strategy Summary

The following strategy principles apply to all of Foundry's digital offerings, from social media, to the website, to email.

# Audience



**PRIMARY AUDIENCE**
Youth 12 to 24 in British Columbia.

**SECONDARY AUDIENCE**
Caregivers of Youth in British Columbia.

**TERTIARY AUDIENCE**
Industry and Advocates nation-wide.

# Messaging Framework

|  | BRAND AWARENESS | SERVICE CONSIDERATION | INTERACTION | WELLNESS ADVOCACY |
|---|---|---|---|---|
| **AUDIENCE MINDSET** | Passively thinking about wellness | Actively thinking about wellness or urgently needing help | Acting on wellness goals | Sharing their wellness experience |
| **OPPORTUNITY** | Show people that you don't need to be in crisis to prioritize lifecare | Demonstrate how the Foundry model meets their needs better than traditional healthcare | Support youth in living a good life through Foundry's services | Mobilize youth and caregivers to share their experience and encourage youth to participate in research |
| **CHANNELS** | WEBSITE (SEM) PARTNERSHIPS PAID SOCIAL | WEBSITE CONTENT (SEO) ORGANIC SOCIAL RETARGETING (SEM & SOCIAL) | CENTRES APP CHAT/EMAIL | ORGANIC SOCIAL RESEARCH & EVENT GROUPS PARTNERSHIPS & PR EMAIL |
| **OUTCOME** | ATTENTION | INTEREST | INTERACTION | ADVOCACY AND PARTICIPATION |

# Meaningful connections

We care about reach stats and follow counts but only so that we can make connections that really mean something to our youth and caregivers.

## BRAND AWARENESS

**PRIORITY 1**
Website SEM

**PRIORITY 2**
Partnerships & PR

**PRIORITY 3**
Paid social

## SERVICE CONSIDERATION

**PRIORITY 1**
Website SEO and content

**PRIORITY 2**
Organic social

**PRIORITY 3**
SEM retargeting

**PRIORITY 4**
Social retargeting

## INTERACTION

**PRIORITY 1**
Centres

**PRIORITY 2**
App

**PRIORITY 3**
Chat and email

## WELLNESS ADVOCACY

**PRIORITY 1**
Organic social

**PRIORITY 2**
Research groups & events

**PRIORITY 3**
Partnerships & PR

**PRIORITY 4**
Email

# Give our principles a follow.

From posts to stories to videos, Our founding principles guide everything we do online, so let's always keep them top of mind when we create content.

## 01

We think of digital and physical as one.

## 02

We know that being useful is better than being cool.

## 03

We celebrate the creativity and diversity of our youth.

## 04

We prioritize personalization and engagement.

# Pillar 1: Demystify

## Let's educate youth about Foundry to prove that you don't need to be in crisis to get help.

When life gets busy, wellness tends to fall to the bottom of our lists. But when the path toward feeling better is clearly laid out, it's easier to stay on track.

**How we demystify:**

- Give tours of Foundry's spaces
- Give tips on using the Foundry app
- Help youth navigate mental health topics

**Percent focus: 25%**

# Pillar 2: Celebrate

## Let's elevate youth and staff, highlighting first-hand experiences with Foundry.

Vulnerability is hard. But opening up and talking about your experiences is way less scary when you see like-minded people doing the same.

**How we celebrate:**

- Q and As with staff and youth
- Days in the life of staff
- Hold digital meetups

**Percent focus: 50%**

# Pillar 3: Rally

## Let's engage youth in important opportunities like research and advocacy to show how much their experiences matter.

We all want to feel like we're a part of something bigger. And participating in research, sharing information, and spreading awareness is a little way to make a huge difference.

**How we rally:**
- Put out calls to join research
- Ask youth to share their experiences
- Draw attention to awareness holidays

**Percent focus: 25%**

# Social Playbook

# Role of social

## Central office

Meet youth, families, and caregivers, invite them to Foundry, and support our community.

• Paid social: meet new youth
• Organic social: ignite and engage our existing community

## Foundry centres

Use regional insights to meet youth, families, and caregivers where they're at and invite them to their local Foundry.

# We don't let social media put us in a box.

**More than looks.**
Mental health on social media sounds like an oxymoron, but we're not here to contribute to the noise. We're here to quietly disrupt feeds with helpful information and welcome people to Foundry.

**Two sides to every story.**
Everything is personal and unique. We listen and understand each journey, knowing each solution and decision can be tailor-made. Diverse perspectives offer stronger solutions and we welcome them.

**Get in the comfort zone.**
How do we get those perspectives you ask? Well, we make our platforms comfortable and safe places to talk. We stay away from jargon, ask interesting questions, never dumb things down, and use relatable memes.

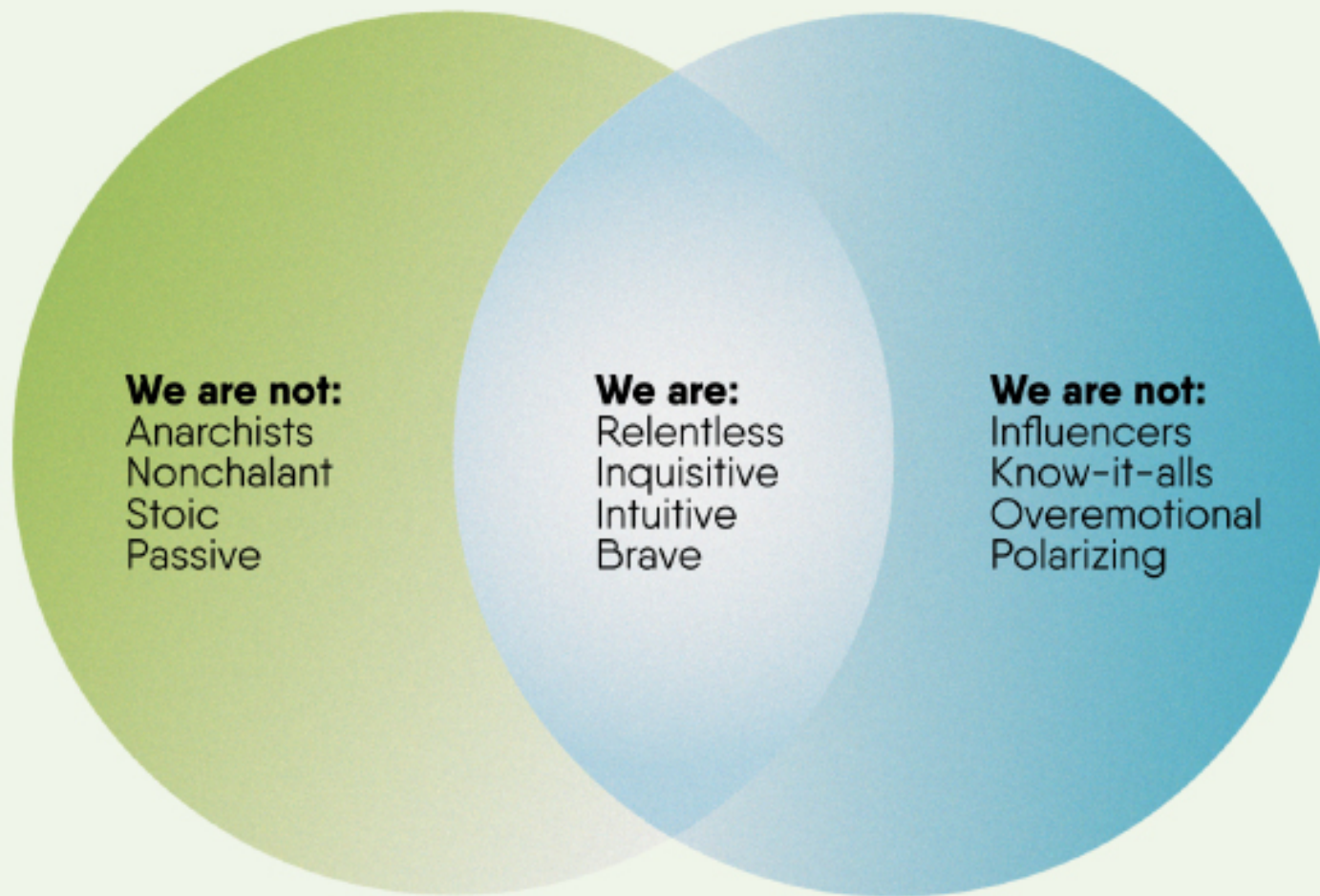**What's cooler than being cool? Being understanding.**
We don't try to blend in or prove that we're "cool." We use emojis sparingly and only if they actually make sense. Trends come and go, so we don't hop on them unless they're relevant. And lastly, our end goal is to make youth feel like we understand them, not like we're trying to pin them down.

**Get to know you.**
We don't call youth, youth. Yes, we know we just did it, but it's weird and impersonal to talk to people like they're not there. So, when we're talking to youth on social, let's say, "you."

# Social personality

When it comes to personality, we don't want to be too cold or come in too hot. Think of it as our Goldilocks approach.

**We are not:**
Anarchists
Nonchalant
Stoic
Passive

**We are:**
Relentless
Inquisitive
Intuitive
Brave

**We are not:**
Influencers
Know-it-alls
Overemotional
Polarizing

# Caption Do's and Don't's

## ✋👍 (Do)

### Contractions, starting sentences with conjunctions

Ex: We hear the term "body image" a lot. And we often can't help but think about what we look like, how our body functions and how we compare to others.

### A relevant, clever emoji

Ex: Get the party supplies out. The new Foundry app has launched! 🎉

### Clear calls-to-action

Ex: Check out the link in our bio!

### Casual, current sayings

Ex: Look, we've been there. We know FOMO is absolutely real, and it can be a huge downer.

## 👎 (Don't)

### Grammatical errors, American English spelling, too many exclamation points

Ex: If your having difficult taking care of yourself, here are some our favourite ways to help!!!

### Multiple emojis in a row

Ex: Get the party supplies out. The new Foundry app has launched! 🎉💛

### Robotic requests to click

Ex: Click the link in bio to learn more.

### Slang we don't really understand

Ex: When your buddy doesn't invite you to the party. Sheeeesh!

# Social visual guidelines

**We dress to impress.**
Our brand is inviting, bold, and interesting. So, we need to look the part. To make sure every colour, shape, and line says "Foundry," these guidelines should be used for all digital content.

## Do's

- Use Qanelas Soft Extra Bold for all titles and Qanelas Soft Regular for all body copy.

- Brand colours and gradients should be used.

- When brand fonts are not available, like on TikTok, choose a sans serif font that's close to our brand font.

- Add credits and resources to the last slide of carousels.

- Use illustration assets simply and only when they compliment the post.

## Don't's

- Include links or email addresses off on images. Let's provide that information in captions or in our bio.

- Mix old illustration elements with new ones.

- Use too much motion and transitions.

- Crowd by using only one or two illustration elements at a time.

- Use too much copy on images. Instead, use carousel slides and captions to expand on info.

# The content journey

From start to finish, this is how we create posts, videos and everything else on social.



SOMETHING WE WANT TO SAY → 3 PILLARS → 6 PLAYS → PLATFORMS → POST
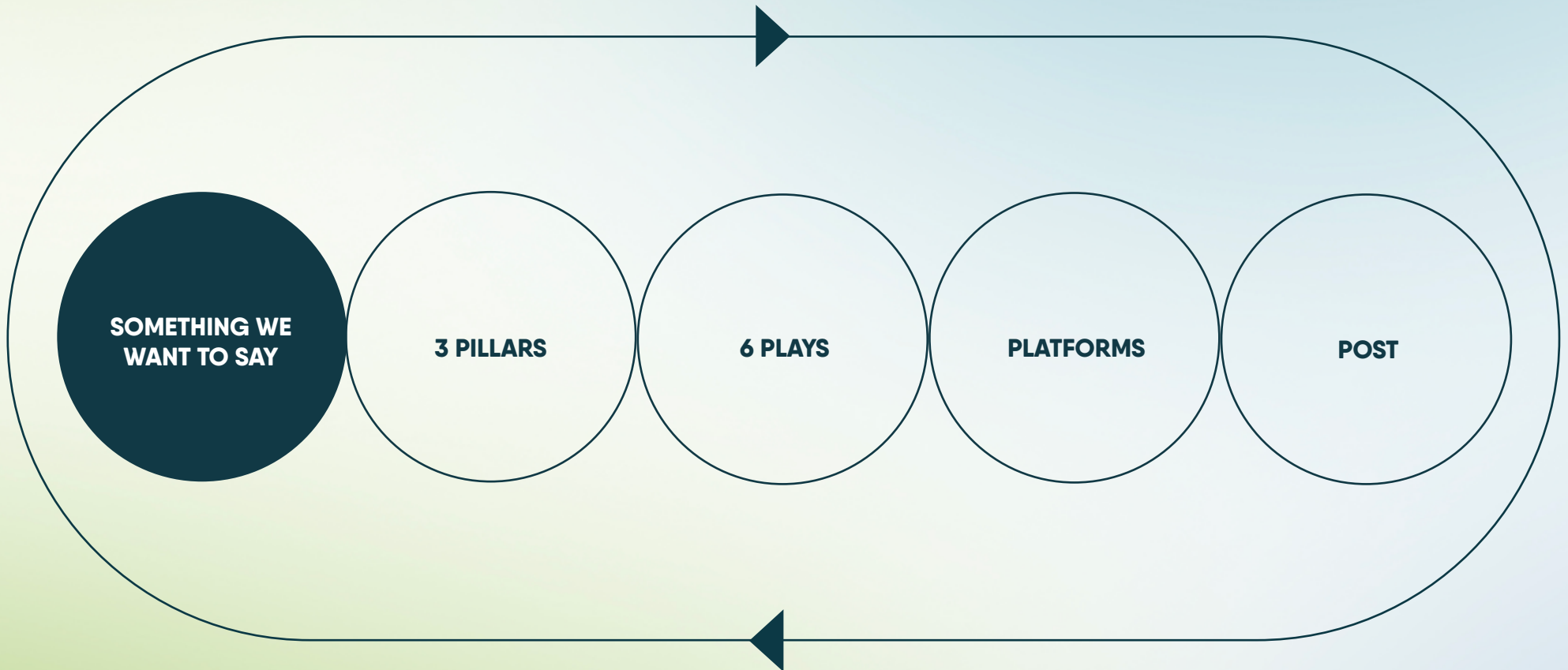
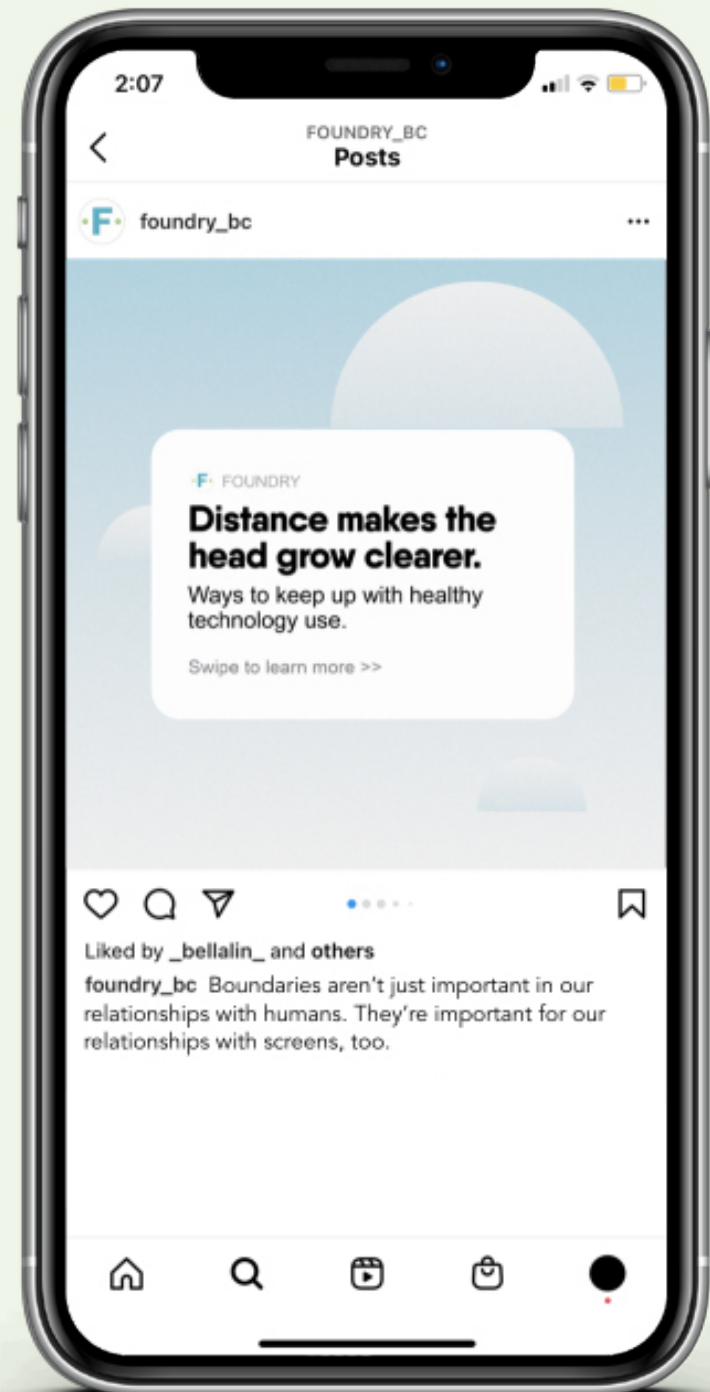# Play 1:
# In Real
# Lifecare

Quotes about positivity, pictures of bath bombs, and elaborate yoga videos are nice and all. But it's not real self-care. To cut through all this wellness advice on social, we'll give small, practical Lifecare tips that are actually helpful IRL and resonate with the diversity of youth in BC.

**Post Examples:**
- Meal prep tips
- Tips on hiking and getting into nature
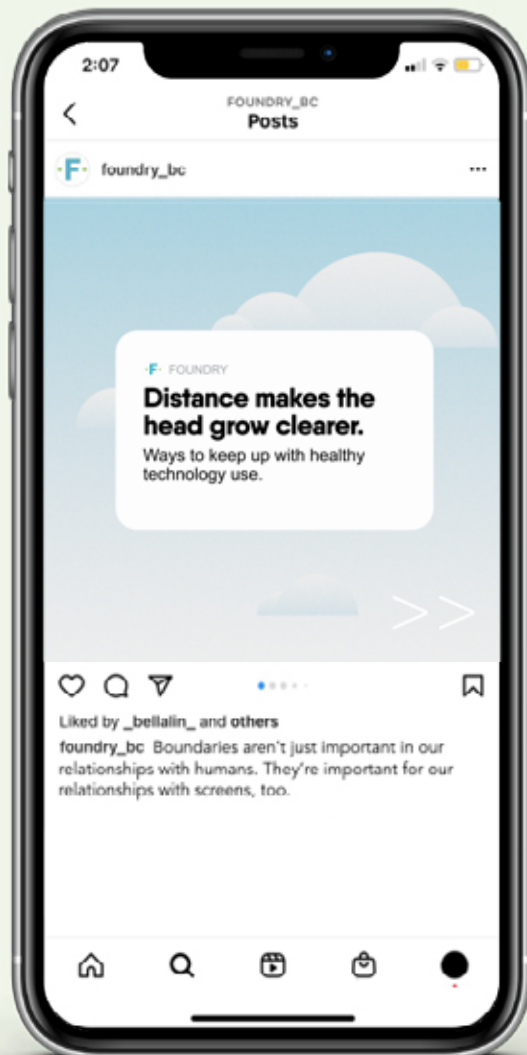- Ways to get better sleep

**Pillar:** Demystify, celebrate

**Medium:** Feed posts, TikTok, Reels, stories

# Play 1: In Real Lifecare

**Example post copy:**
Boundaries aren't just important in our relationships with humans.
They're important for our relationships with screens, too.

# Play 2: Pass the mic

We know we're not experts on the lives of youth in BC, and that's why we'll take a break from sharing our opinions. Instead, we'll showcase diverse views from youth. We'll ask a question about a social issue, current event, or mental health topic then share responses.

**Post Examples:**
- What makes you feel supported by your community?
- How has the lack of affordable housing affected you?
- How do you practice mindfulness?
- How does social media impact your life?

**Pillar:** Celebrate

**Medium:** Feed posts, TikTok, Reels, stories

# Play 3: Middle Ground

Everything seems pretty polarized right now, especially on social media. But nothing is completely right or wrong, good or bad, toxic or positive. We'll take two concepts, words, or ideas and expose the grey area between them.

**Post Examples:**
- Healthy friendships vs. Unhealthy friendships: tips on navigating highs and lows with close ones
- Helpful support vs. Harmful support: how to be a better ally
- Hungry vs. Full: what can affect your appetite

**Pillar:** Demystify

**Medium:** Feed posts
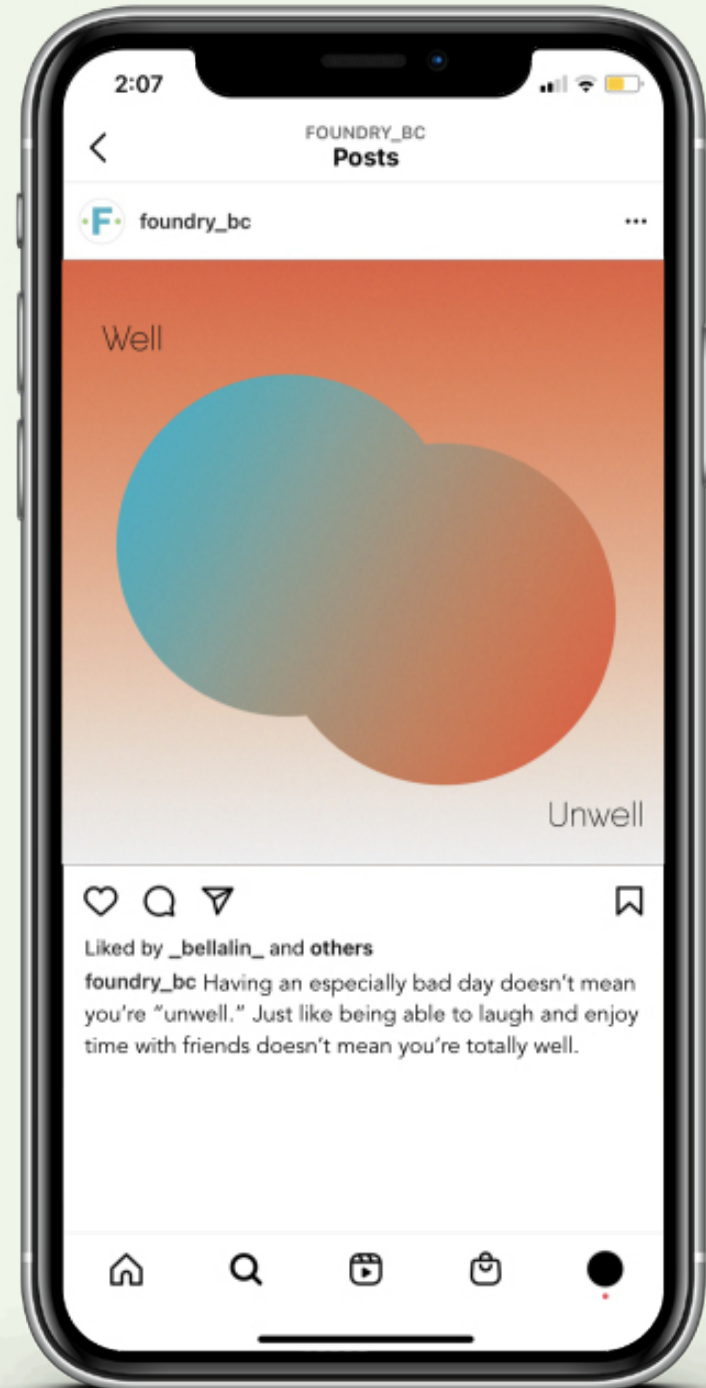
# Play 4:
# Care to
# Share

They say sharing is caring, and that's true even on social. This is where we'll let youth know how much their experiences matter, asking them to share in studies and join research.

**Post Examples:**
- Calls to join research
- Virtual connections/meetups
- Opportunities to join in projects like podcasts, workshops, etc

**Pillar:** Rally

**Medium:** Feed posts, stories.
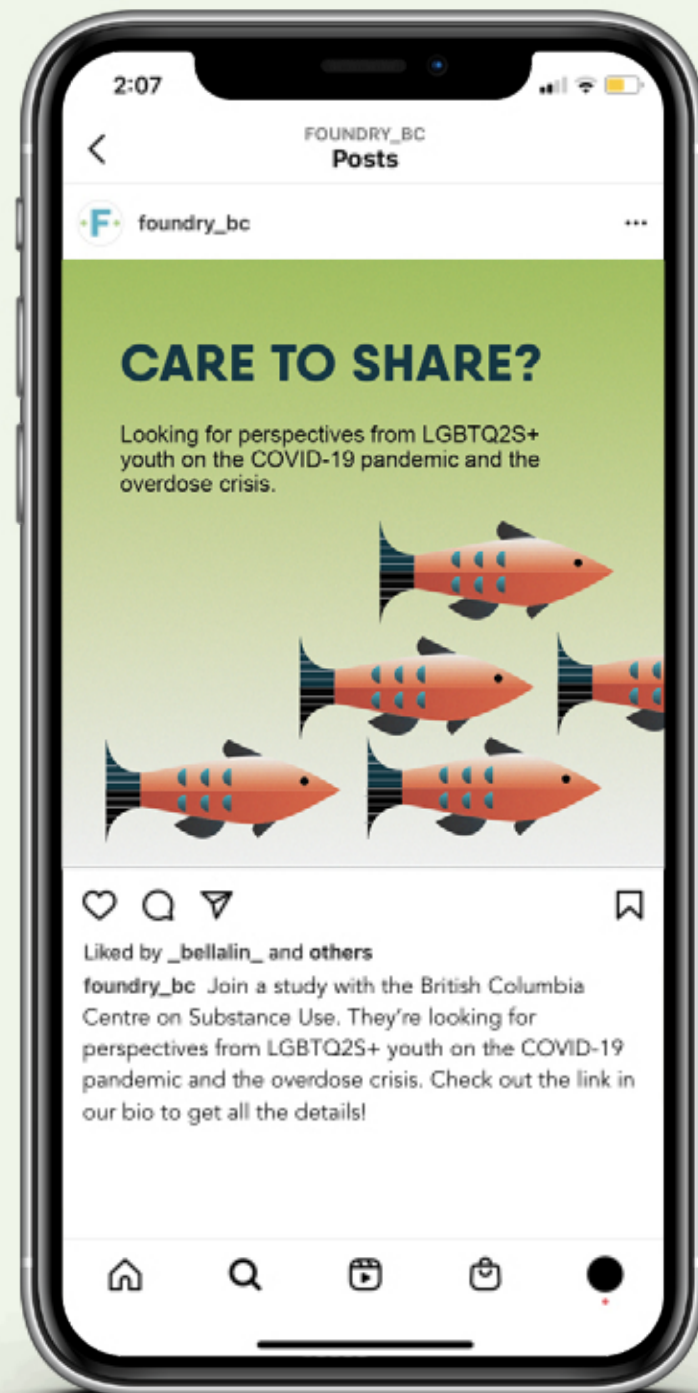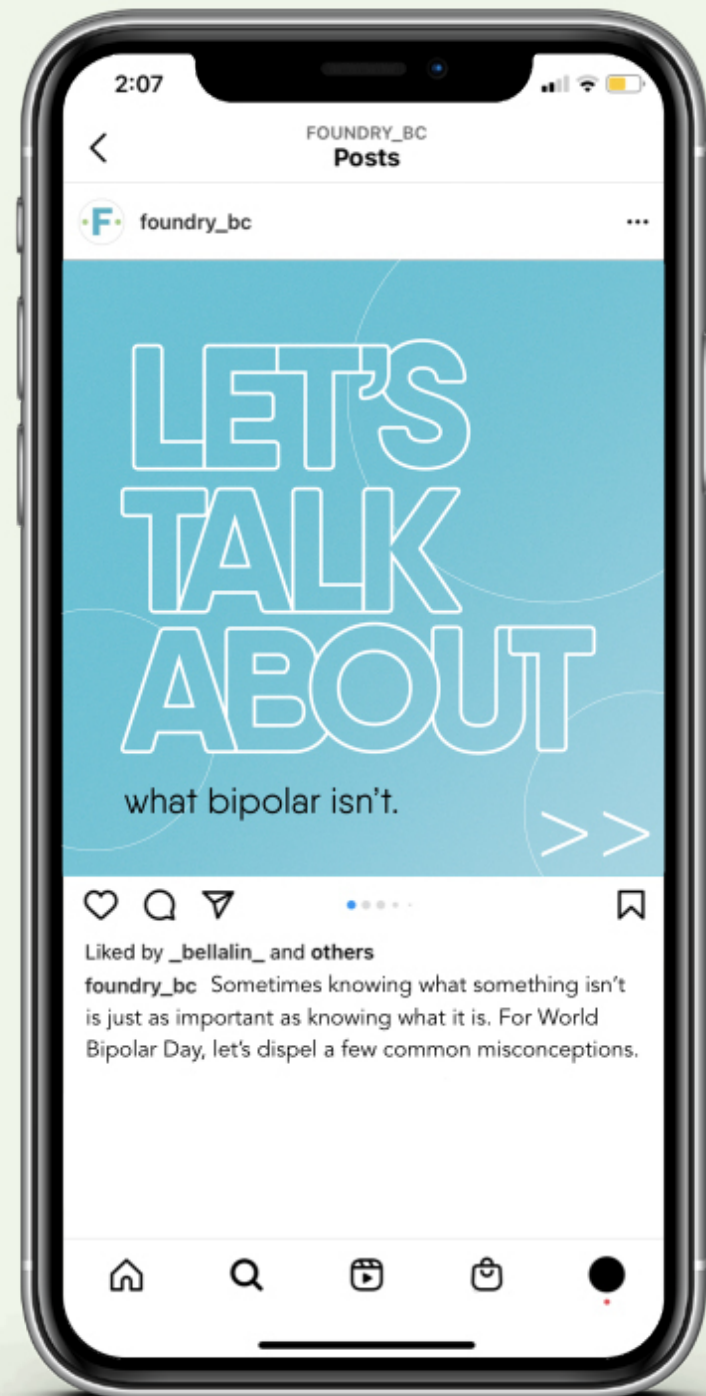
# Play 5:
# Day to day

Specific days of the year let us call attention to a particular issue or topic in an organic way that doesn't feel random. But instead of just cele-brating with a post, we'll call out misconceptions, get quotes from youth about what the day means to them, or talk about ways to make an impact in day-to-day life, not just once a year.
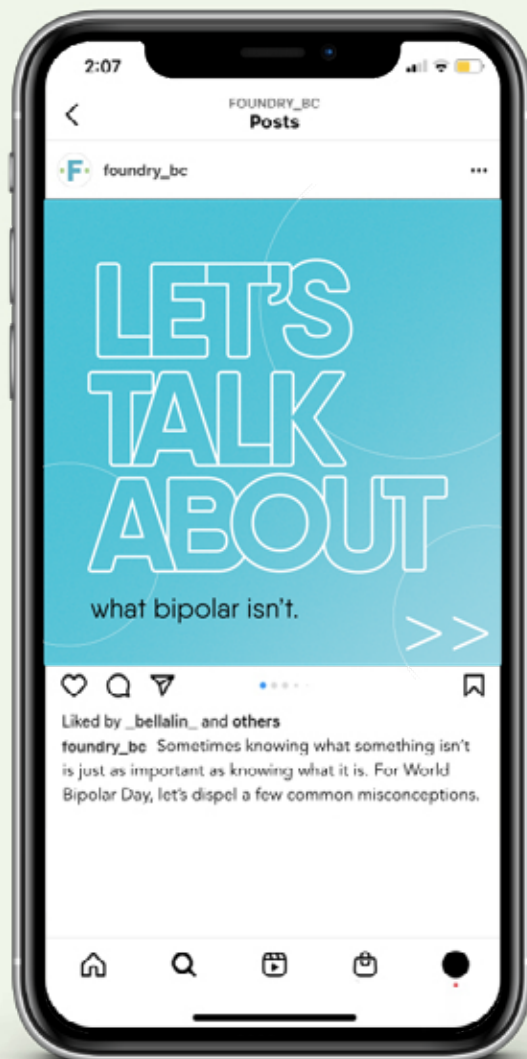
**Post Examples:**
• Showcase youth perspectives on Canada Day
• Give suggestions on bringing autism awareness into everyday life on Autism Awareness Day
• Ask people how they're celebrating International Women's Day and share quotes from youth

**Pillar:** Demystify, celebrate

**Medium:** Feed posts, stories.

# Play 5: Day to day



Instagram post mockup from foundry_bc:

**LET'S TALK ABOUT** what bipolar isn't.

Liked by _bellalin_ and others
foundry_bc Sometimes knowing what something isn't is just as important as knowing what it is. For World Bipolar Day, let's dispel a few common misconceptions.

**A tool for creativity.**
World Bipolar Day is on March 30th because that's Van Gogh's birthday, who was posthumously diagnosed with bipolar. So, it's a good day to remember that getting treated for bipolar won't take away your creativity.

**A single diagnosis.**
There are actually three types of bipolar: bipolar I, bipolar II, cyclothymic disorder, and bipolar that doesn't fit into these three categories.

**Only about mood swings.**
Bipolar can affect sleep patterns, appetite, energy levels, and many other things that make day to day life challenging.

# Play 6: Drop In

We want people to feel like they can stop by our centres anytime they want through their phones. This is where we'll give tours of our spaces, have Q and As with staff, explain services, give tips on using the Foundry app, or hold live youth meetups online.
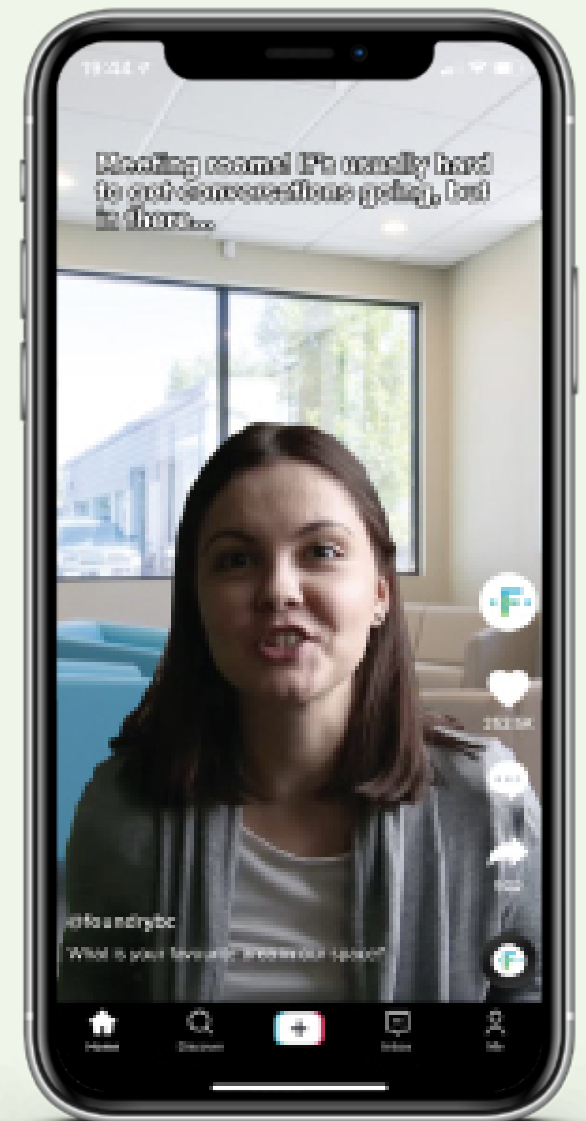
**Example videos:**

- Have youth do a TikTok tutorial on using the My Story feature
- Ask youth what their favourite area in the Foundry space is and do a Reel with the answers
- Do a myth-busting carousel about Foundry services

**Pillar**: Celebrate, demystify

**Medium:** TikTok, IG Live, Reels, stories.

# Play 6: Drop In
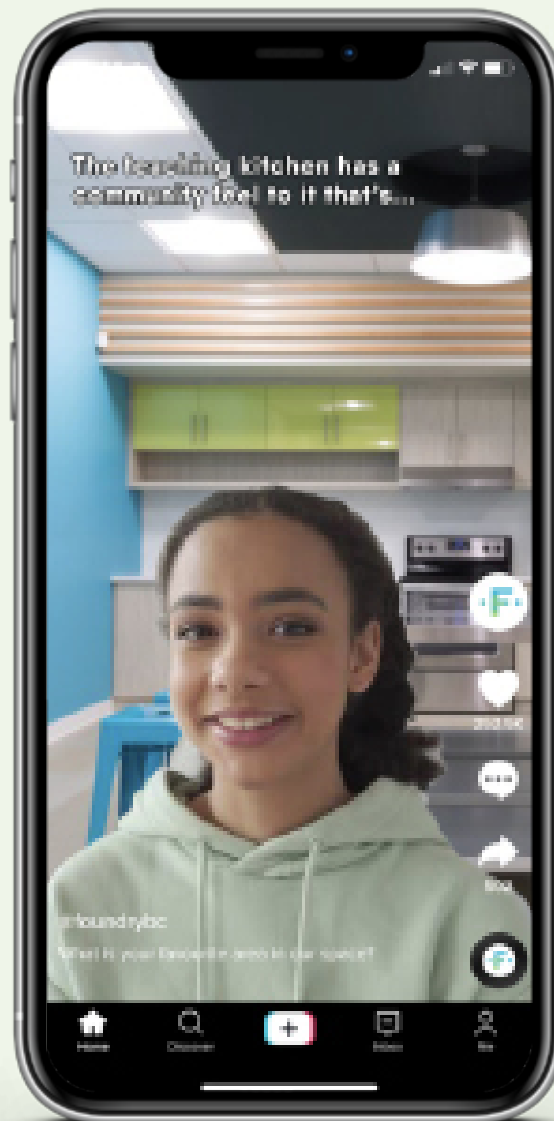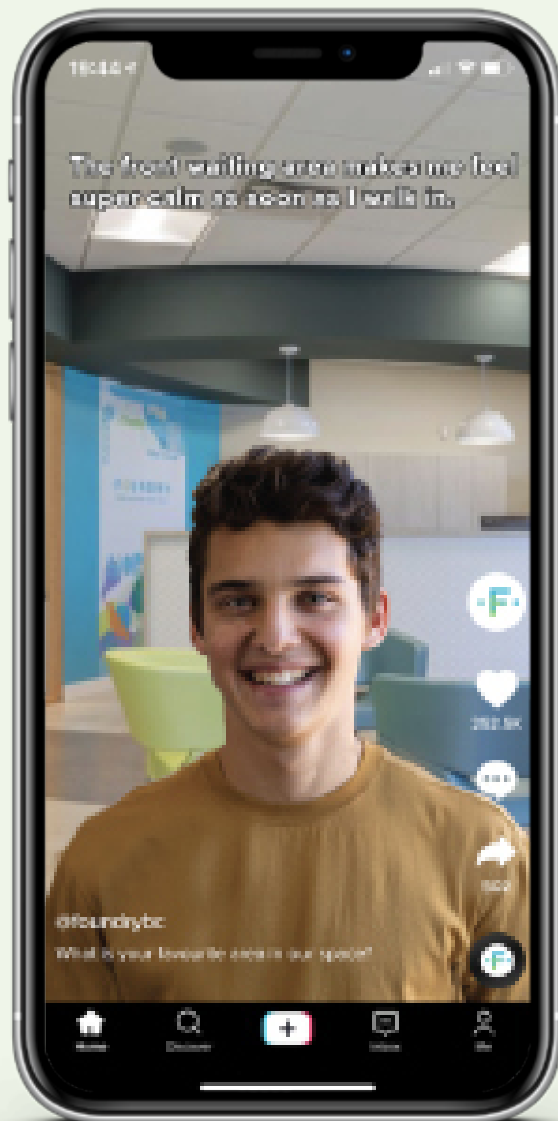
# Our social media channels

| PRIMARY CHANNELS | SECONDARY CHANNELS | TERTIARY CHANNELS |
|---|---|---|

- Instagram
- TikTok

- Facebook
- Snapchat
- YouTube

- Twitter
- LinkedIn

# Instagram

**Paid, organic and partnerships**
Primary audience: Youth

**Channel role:**
1. Content homebase.
2. Story-telling engine.
3. Powerhouse for paid, organic, and partnerships.

**How we win:**
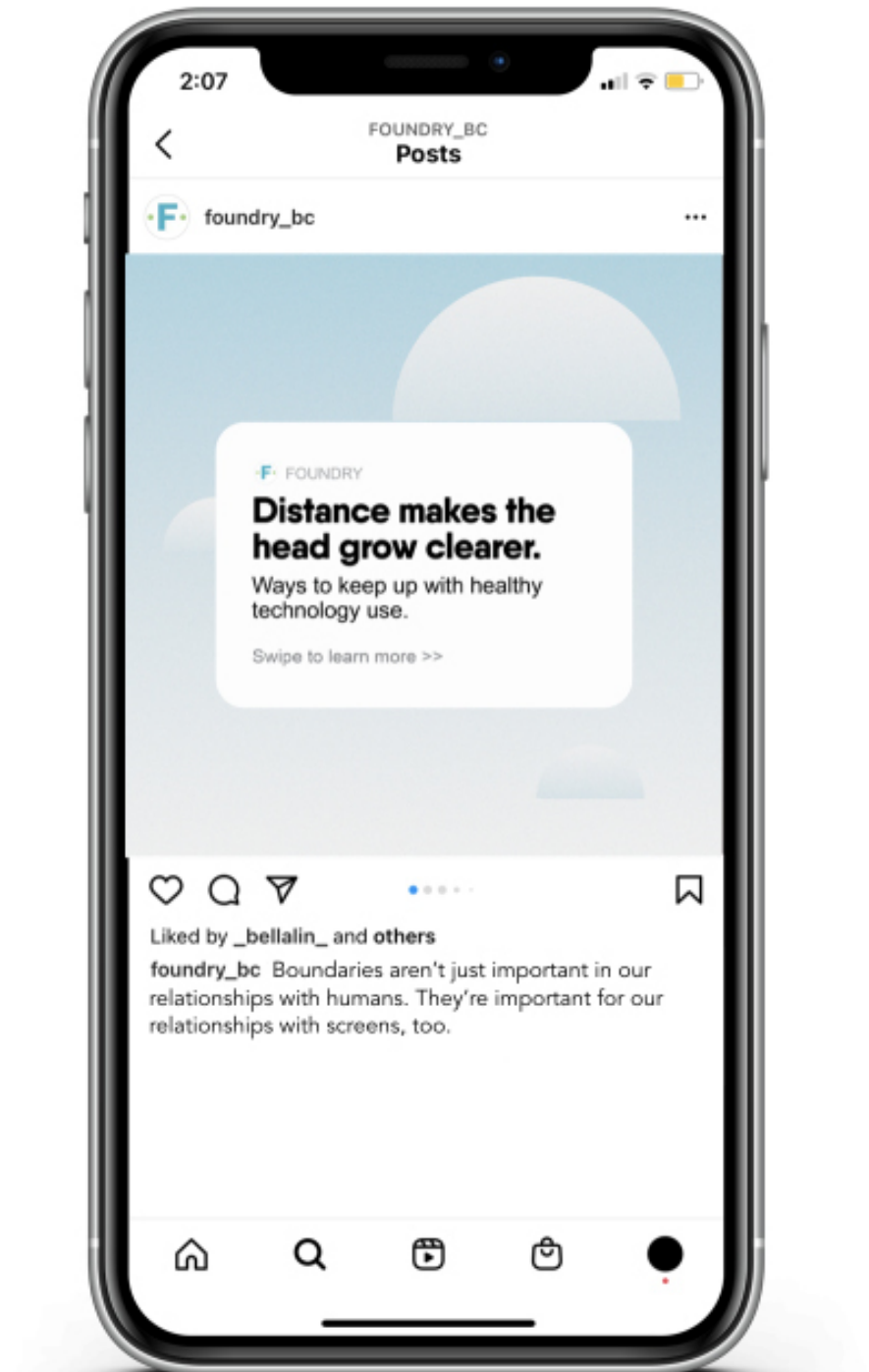• Leverage native tools like Stories, Reels, IGTV, and Lives to stay relevant.
• Aim for high-impact imagery and immersive story-telling.
• Create a two-way dialogue using tools like question stickers, quizzes, and polls.

**KPIs:**
Reach and engagement, specifically shares and saves.

**Frequency:**
10 - 15 posts per month.

# TikTok

**Paid, organic and partnerships**
Primary audience: Youth

**Channel role:**
1. Youth-led organic content.
2. Meet new youth through paid and partnerships.

**How we win:**
- Feature real people, especially youth.
- Join in on trends, but only when they make sense. Don't try and retrofit a trend just for the sake of it.
- Use local hashtags to make sure that we're showing up for BC youth.
- Lean on partners to help get the word out.

**KPIs:**
Views & engagement, specifically shares and saves.

**Frequency:**
2 - 5 hero videos per month supplemented by youth-led content.

# Facebook

**Paid and organic**
Primary audience: Caregivers, industry & advocates.
For paid, we'll include youth.

**Channel role:**
- Drive traffic to caregiver resources.
- Celebrate wins and proof of concept.
- Highlight research.
- Bulletin board.
- Retargeting.

**How we win:**
- Design for sound off.
- Ensure branding is up-front in content.
- Think of Facebook as a value-add
  versus a hero platform.

**KPIs:**
Traffic to Foundry's website.

**Frequency:**
8 – 10 posts per month.
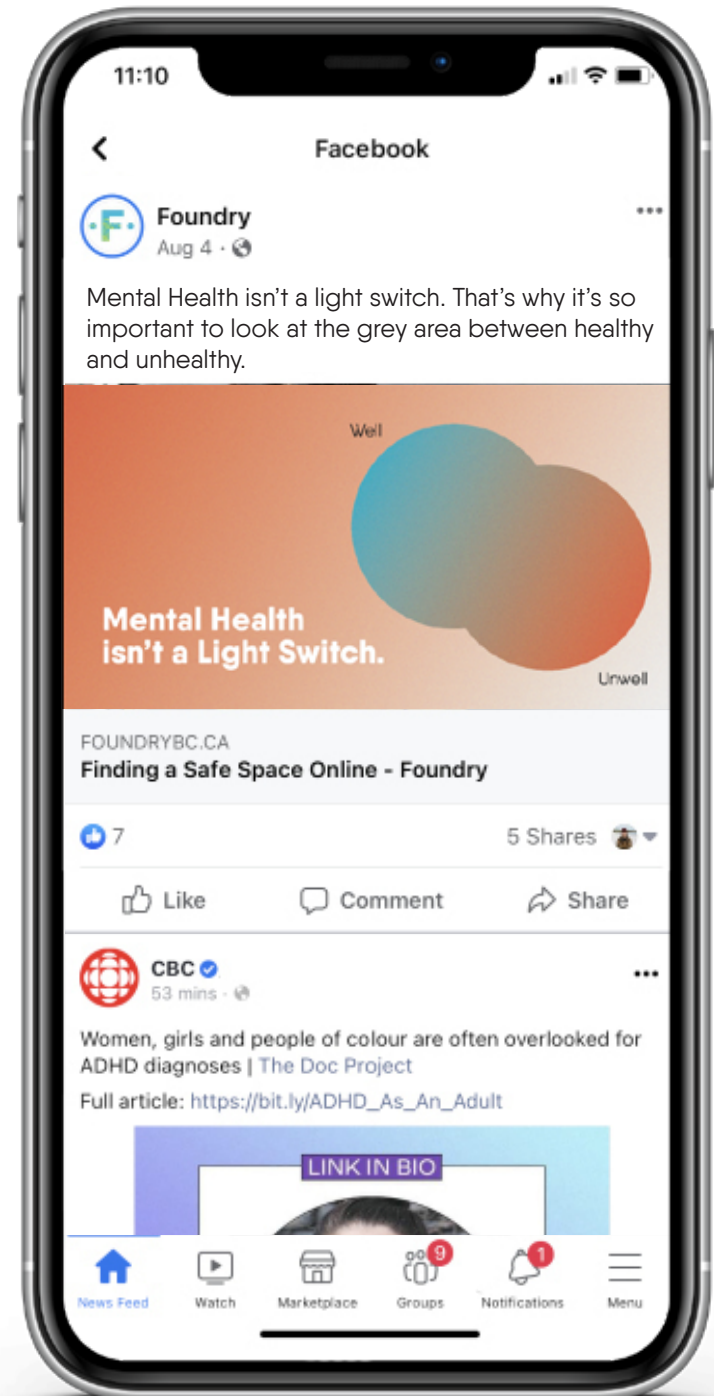
# YouTube

**Paid**
Primary audience: Youth

**Channel role:**
- Meet new youth through video.

**How we win:**
- Ensure titles, descriptions, and tags are optimized for discoverability.
- Consider paid bumper ads to build brand and service awareness.

**KPIs:**
Reach and view-throughs.

**Frequency:**
Paid only.
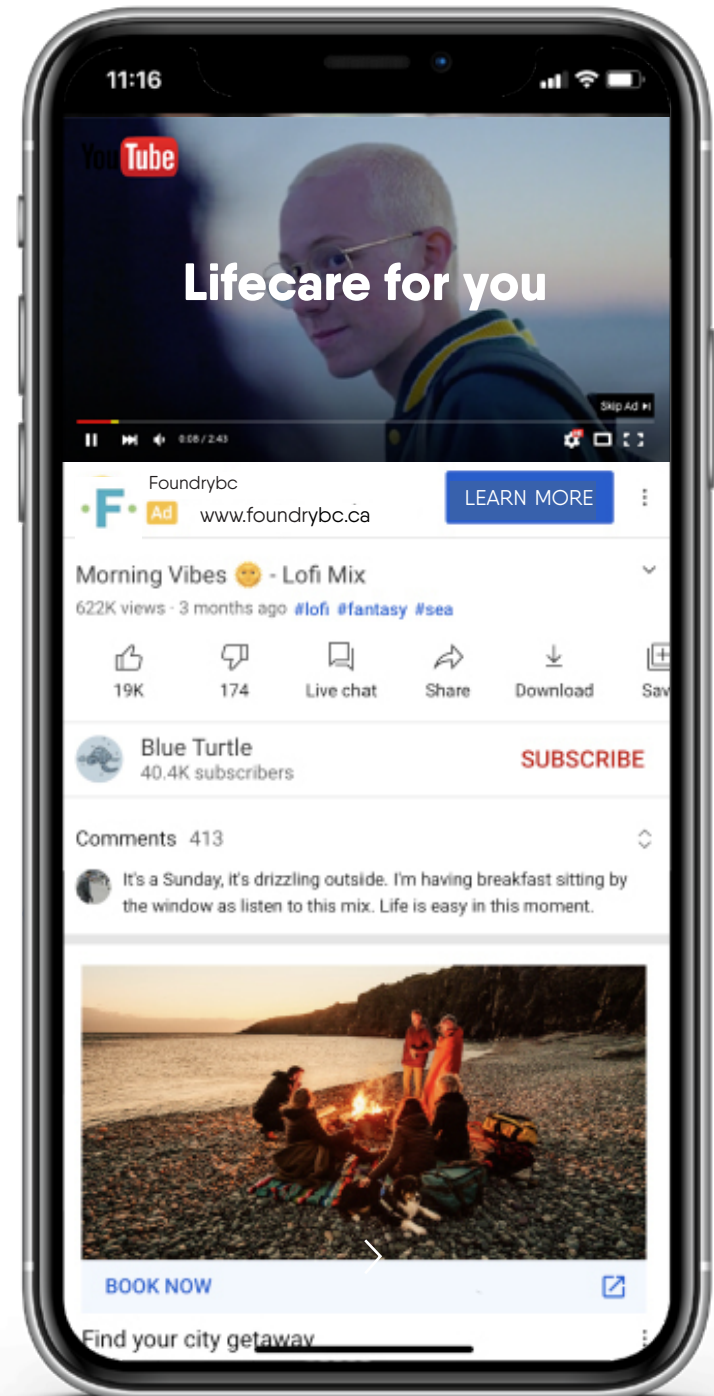
# Snapchat

**Paid**
Primary audience: Youth

**Channel role:**
- Meet new youth through paid.

**How we win:**
- Keep content short and simple.
- Put messaging up front.
- Use eye-catching animation.

**KPIs:**
Reach.

**Frequency:**
Paid only.
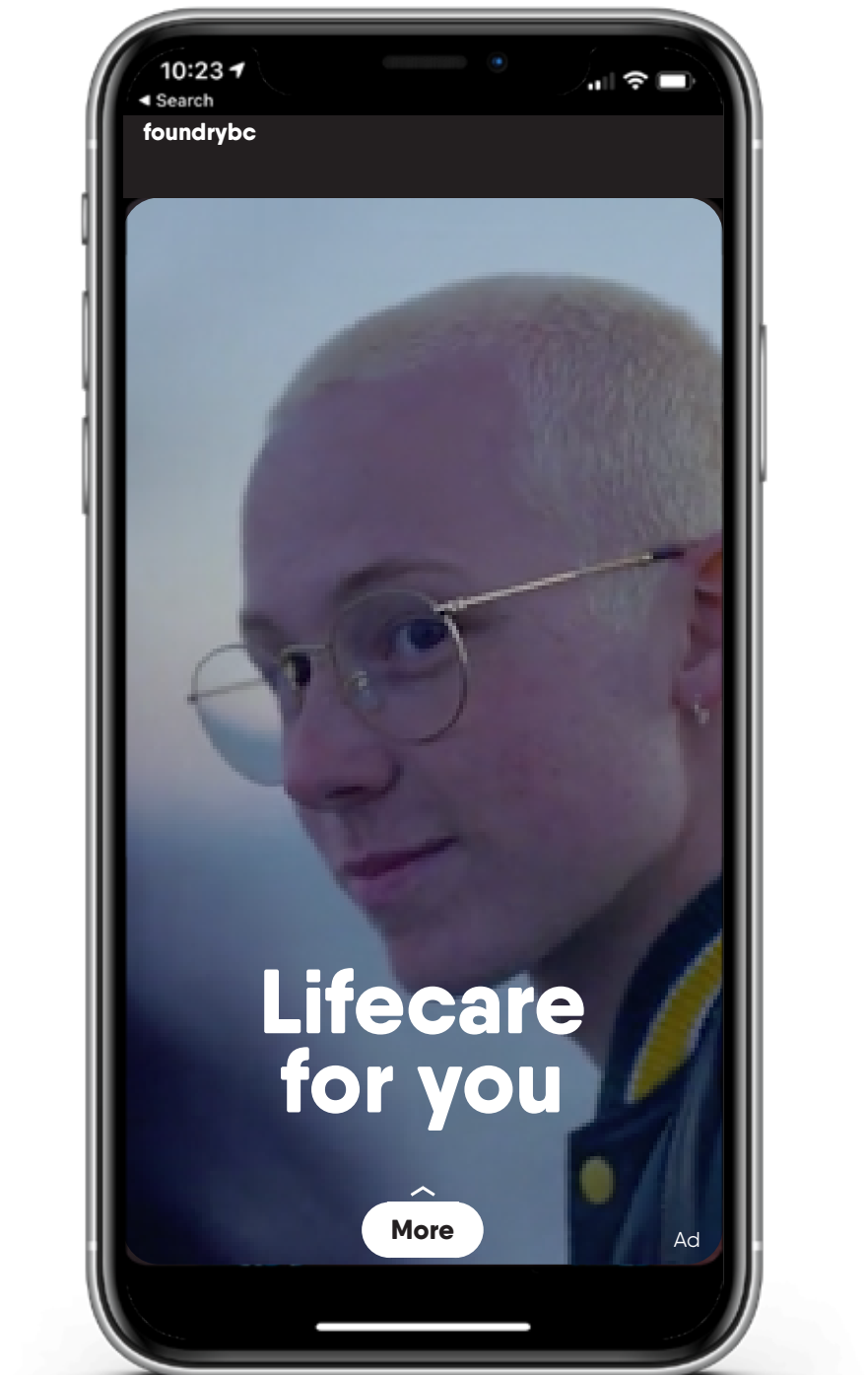
# Twitter

**Organic**
Primary audience: Industry & advocates

**Channel role:**
- Social listening.
- Highlight research.
- Industry advocacy.

**How we win:**
- Being conversational.
- Prompt, concise responses.
- Real-time results and information.

**KPIs**:
Engagement from industry.

**Frequency:**
10 – 15 posts per month.
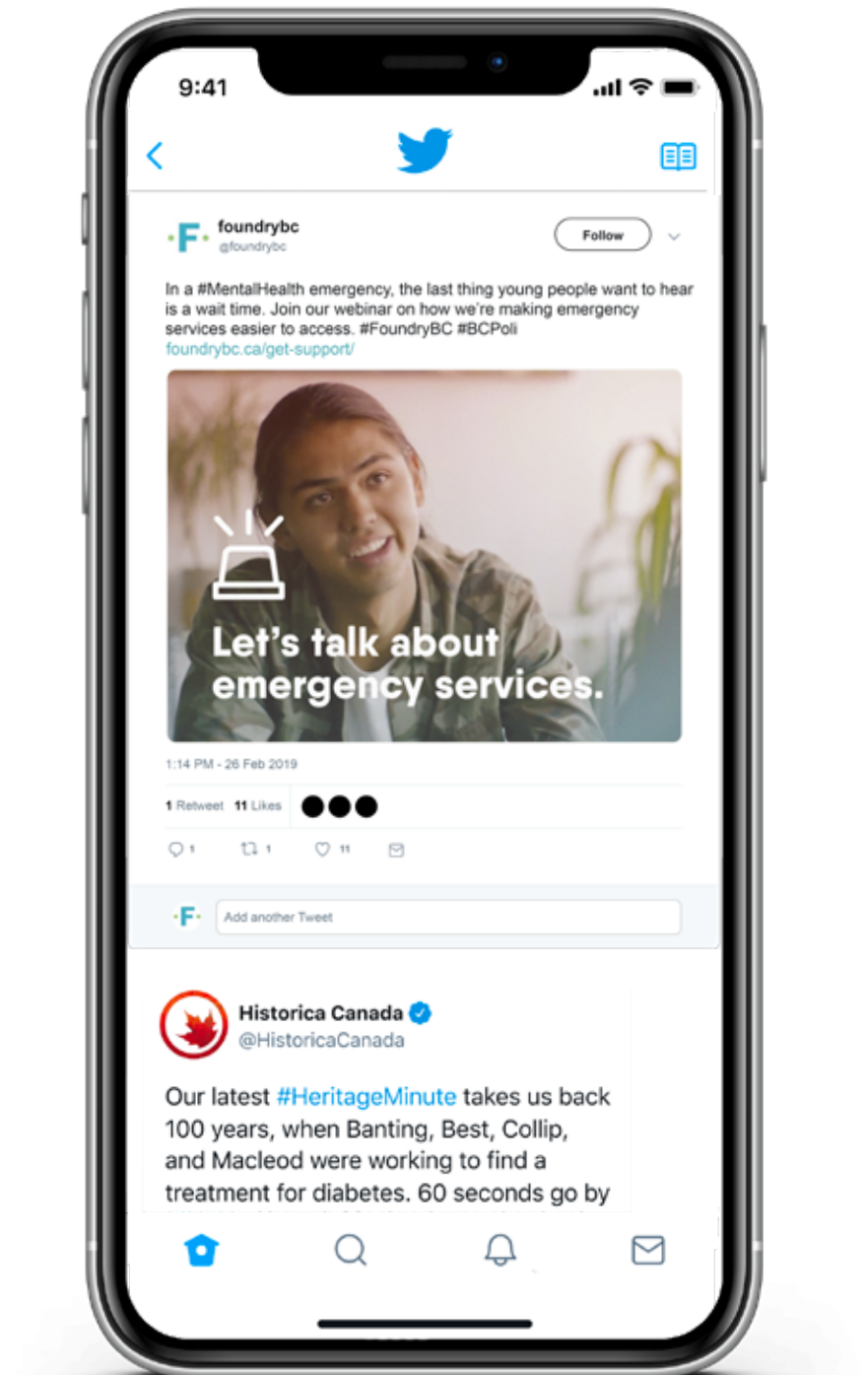
# Linkedin

**Organic**
Primary audience: Industry & advocates

**Channel role:**
- Celebrate wins and proof of concept.
- Highlight research.
- Recruitment.

**How we win:**
- Bring perspective and thought–leadership.
- Encourage our network to share in our success.

**KPIs:**
Reach.

**Frequency:**
3 – 5 posts per month.
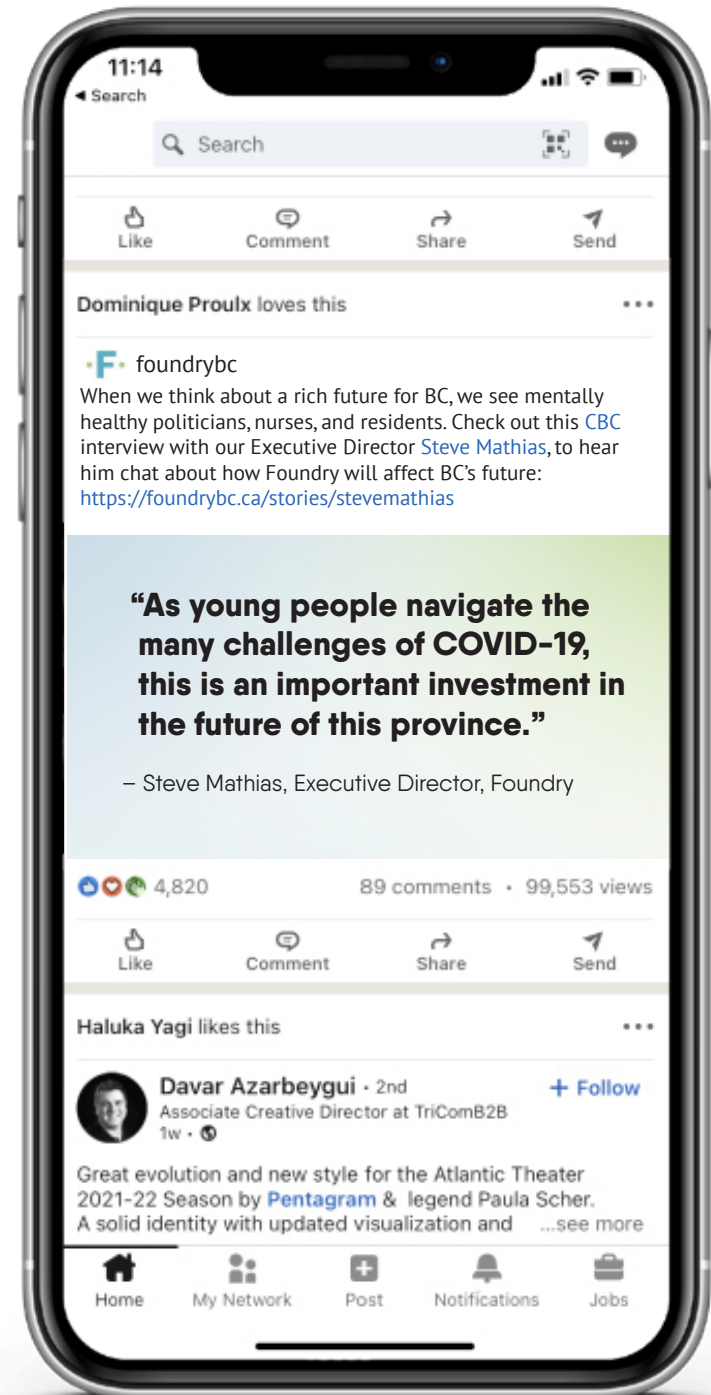
# Community Management

Be the lifecare of the party. We don't want to be wallflowers. We want to actively participate in conversations, but let's do it in a way that feels helpful, considerate, and on-brand.

**Responding & replying:**
- Always use our brand tone, as described in the Brand Guidelines.
- Be thoughtful and personalized.
- Look at the profile before replying.
- Always add value with our responses.

**When to pause or loop in a colleague:**
- If it's a crisis situation.
- If the conversation seems political.
- If there's a conversation between multiple people and an interjection from Foundry seems unwelcome.
- If the person has a history of negative engagement with Foundry.

**Favouriting/Liking**
- A favourite is like a high five or an "I agree."
- When there isn't a clear way to craft a meaningful response, we like or a favourite posts to show commenters that we hear them.

**Re-sharing**
- Sharing amplifies content from youth, facilities, centres, and our community.
- Before re-sharing something, make sure the account aligns with Foundry's values.
- Always ask permission before re-sharing, and ensure Foundry has rights to share, especially if minors are shown.

# Words to comment by

**Say it, don't replay it.**

Repeating healthy habits is great. Repeating comments? Not so much. Automated responses to questions and feedback sound, well, automated. If we choose to respond, we always contribute something new.

**Read the room**

We should always respond in our brand voice, but it's important to match our audience's energy. While keeping things positive is a great idea, being too upbeat in serious moments (or too serious in light-hearted conversations) can come off as tone deaf.

**Get curious**

One of our main goals is to make our social platforms safe spaces for conversation. So, we actively encourage dialogue by asking lots of questions and inviting back-and-forth when we reply to comments.
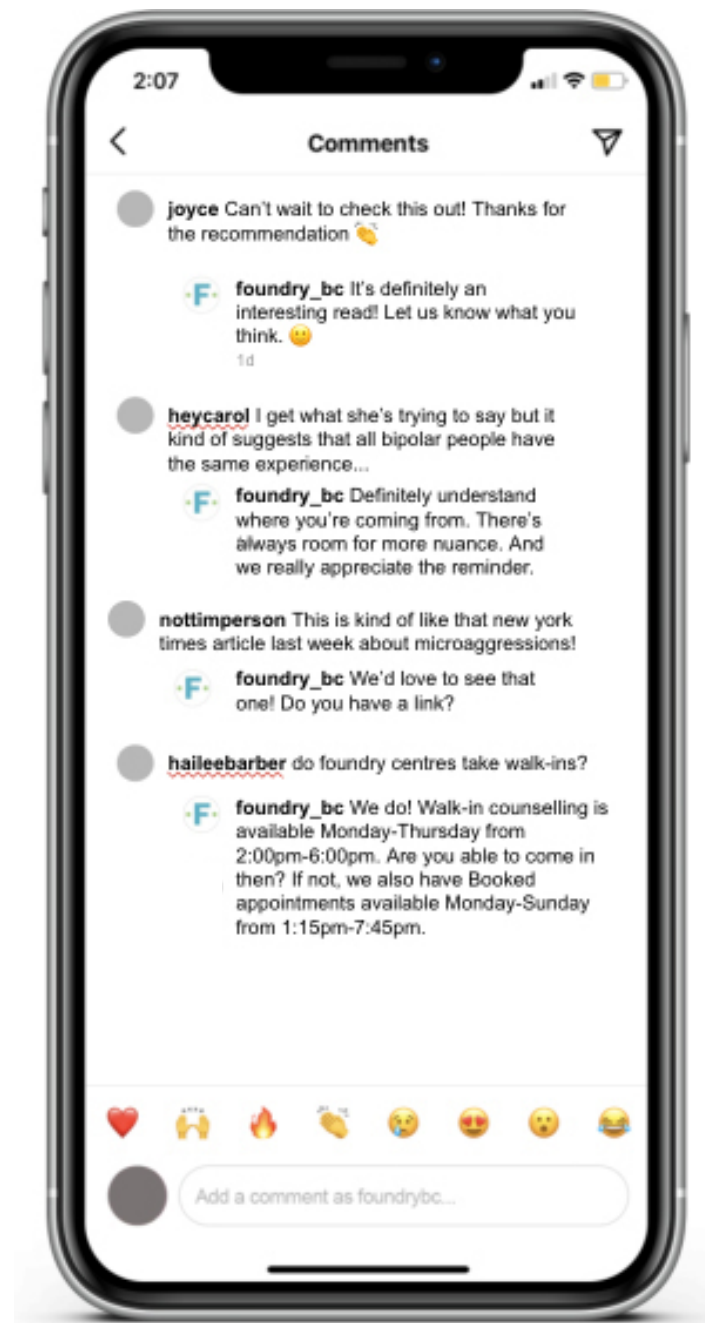
# When to seek and when to hide.

Foundry actively seeks out all kinds of perspectives and opinions, but we won't stand for any bullying or toxicity. That means sometimes we need to hide or delete comments.

**When to hide**
Hiding negative comments is safer than deleting them, but it's only an option on Facebook.

- The comment is completely unrelated to the post, but it isn't harmful.

- A complaint is irrelevant to the subject or service we're talking about.

- It could be considered potentially triggering for another community member.

**When to delete**
Deleting comments is the most extreme option. It prevents the entire community from seeing the comment and cannot be undone. We only delete when it's absolutely necessary.

- Spam

- Hate speech

- Excessive profanity

# Digital
# Playbook
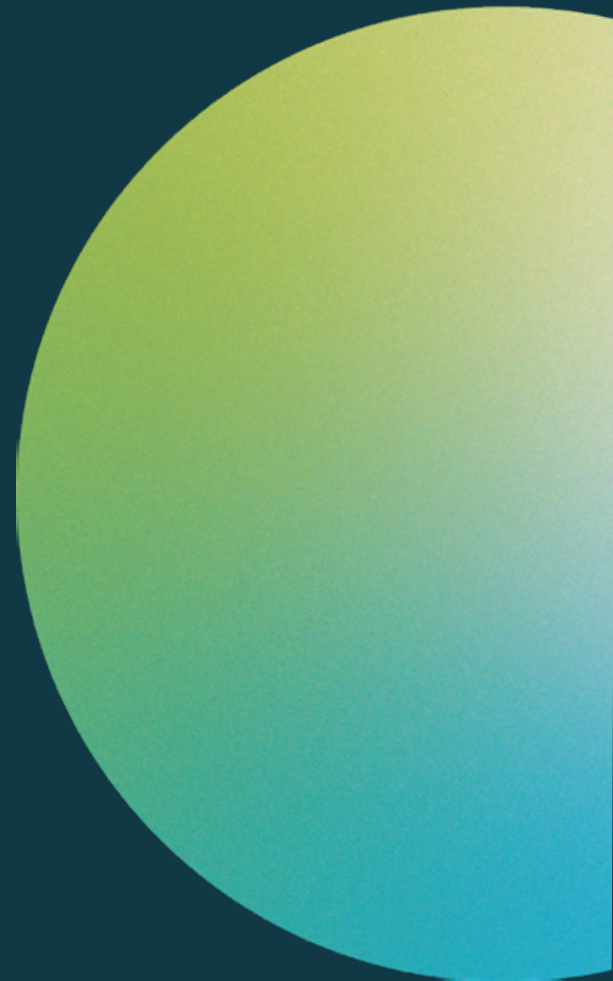
# Role of Digital

Support youth in living a good life by creating a lifecare hub for youth and caregivers.

Two of the most important
digital touchpoints are
website and email.

# Website

# Website Approach

The website is our lifecare hub, and we reduce barriers by structuring with urgency and audience in mind.

```
                    ┌─────────────────────────────┐
                    │  1. DELIVER OUR VALUE PROP   │
                    └─────────────────────────────┘
                                  │
                                  ▼
                    ┌─────────────────────────────┐
                    │      2. DEFINE URGENCY       │
                    └─────────────────────────────┘
                      Urgent              Not Urgent
              ▼                                        ▼
┌──────────────────────────┐   ┌──────────────────────────────────────────┐
│ 3. ACCESS TO CRISIS      │   │ 3. ASSESS WHO THEY ARE AND WHAT THEY NEED  │
│    SUPPORT               │   └──────────────────────────────────────────┘
└──────────────────────────┘     Youth  Caregivers  Industry  Advocates
                                                  ▼
              ┌──────────────────────────────┐   ┌──────────────────────────────┐
              │ 4. ACCESS TO SERVICES &      │   │ 4. PROVIDE TAILORED CONTENT  │
              │    CENTRES                   │   └──────────────────────────────┘
              └──────────────────────────────┘
```
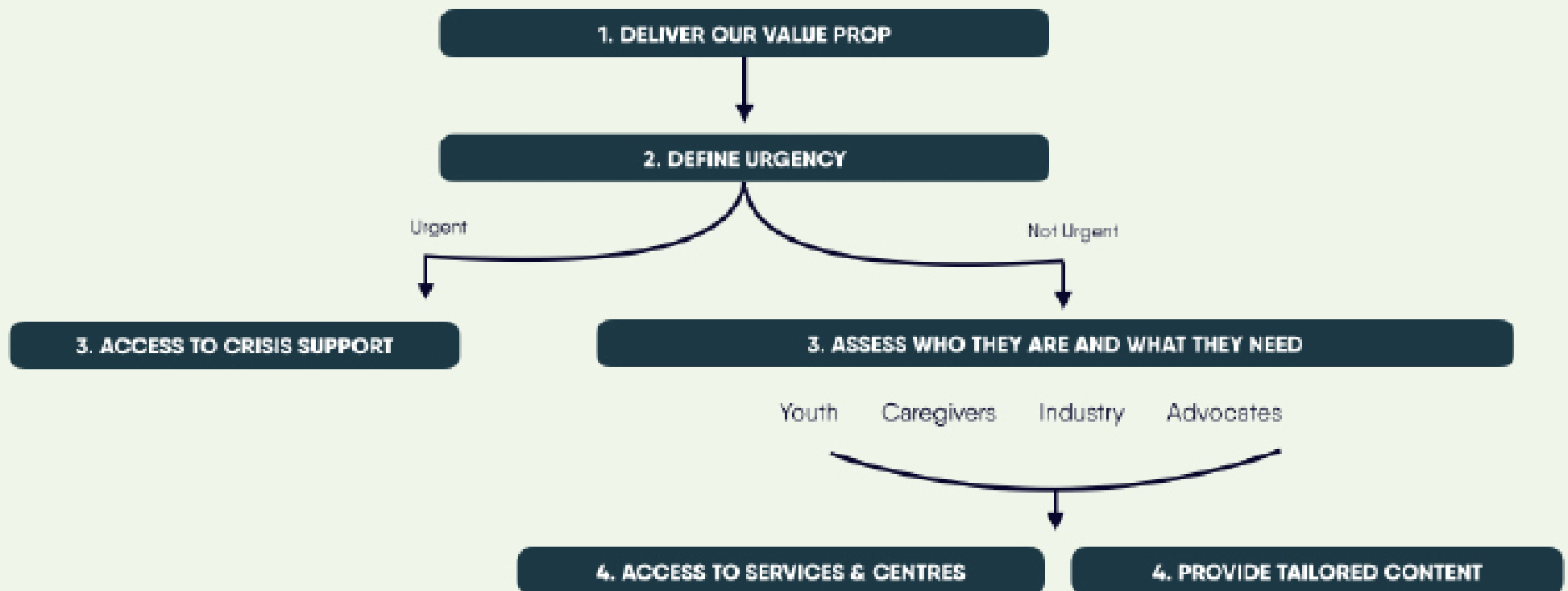
# Website metrics

|  | **BRAND AWARENESS** | **SERVICE CONSIDERATION** | **INTERACTION WITH YOUTH** | **WELLNESS ADVOCACY** |
|---|---|---|---|---|
| **JOB** | Generate connections with new people. | Get people to actively participate on the website. | Get people to take direct action on the website. | Have people return and advocate or get involved in events. |
| **RELEVANT KPI** | • New users (organic and paid)<br><br>• SEM keyword tracking<br><br>• Time on site<br><br>• Bounce rate<br><br>• Acquisition sources (esp for partnerships) | • Completion rate/time on page of blog posts<br><br>• Search rankings for service-related themes<br><br>• Bounce rate<br><br>• Session duration<br><br>• Page views by page<br><br>• Retargeting sessions (paid) | • Goal conversion rates and completions for all interaction events, like:<br><br>• App downloads<br><br>• Clicks to centre info<br><br>• Phone and online chat | • Goal conversion rates for participation events<br><br>• Referral sources/backlink tracking to understand traffic from partners |

# Story Example

Stories on the Foundry website play an important role in brand building, showing up where people are, and providing genuinely useful information to youth and their caregivers. We leverage the same content pillars as on our social channels and allow our expertise to make stories as helpful as possible. We invite youth to collaborate with us, shedding light onto their unique perspectives and experiences.
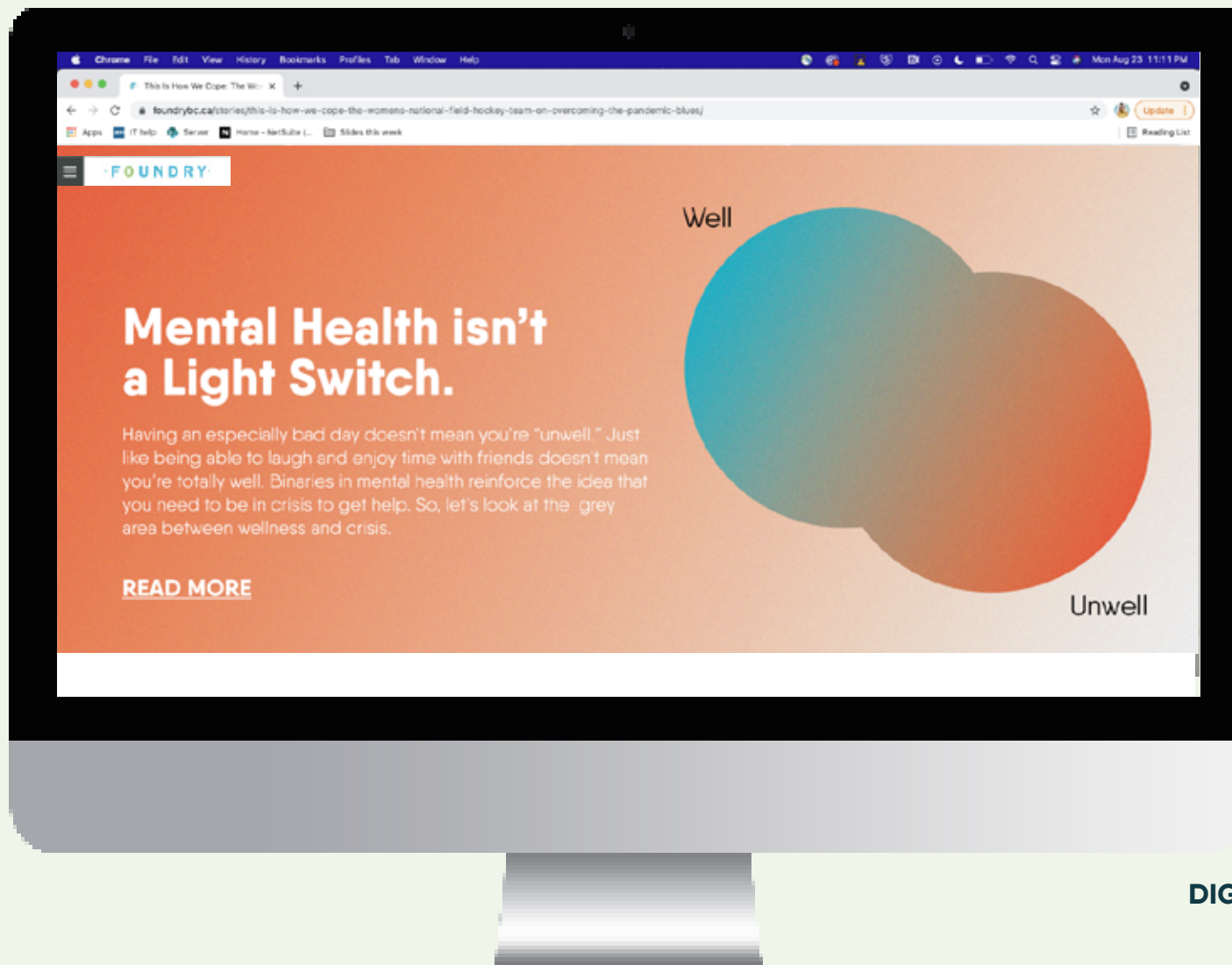
# Article guidelines

A few pointers to get people clicking and reading.

- Header images: Select something that's related to the article and will pique people's curiosity.

- Make sure it's a high-quality image, e.g., in focus, high enough resolution.

- Write a snappy, intriguing headline that summarizes what the article is about.

- Include 1-2 lines of teaser copy.

- Keep the article content easy-on-the-eye with lots of paragraph breaks, bullets, and pull-out quotes.

- Quotes from people help add legitimacy to your article, so include where possible. But keep them concise.

- If you have photos use them in the article. Images or illustrations also add interest.

- Don't feel like you have to write a novel, keep it succinct and engaging.

- Check your spelling and your grammar, not once, but twice.

# From article to social post

Tips for how to translate an article into a post for social media.

**Facebook-friendly**

Share your stories on social. On Facebook, link directly to the stories and use the automatic cards that populate instead of adding a separate image.

**Play it right**

On Instagram and TikTok, consider which Play the story might fit into and create from there. Linking to the actual story isn't always necessary since youth are more likely to read the content right on social.

**Less is more**

Social content should be a shorter, more concise version of the story. Don't be afraid to get a series of social posts out of a single article – one post doesn't need to communicate everything.
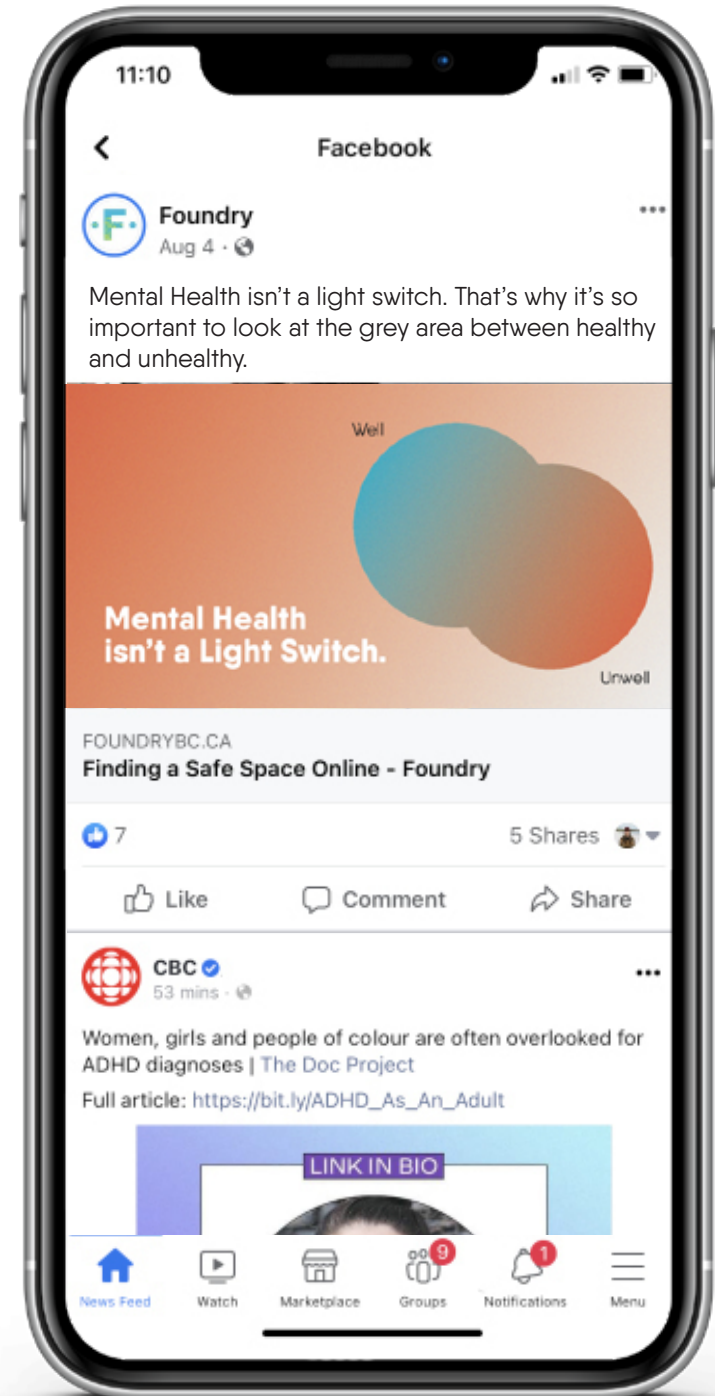
# Email

# Email Example

Email fits into two key areas of our Connections Plan:

## 1. Interaction with youth

**Opportunity**
Support youth in living a good life through Foundry's services.

**Action**
Demonstrate Foundry's services and make sure youth (and their caregivers) know what's available and how to access it.

**Considerations**
Map out email flows based on key moments and stressors that youth feel throughout the yer (i.e. Exam stress, back-to-school).

**Outcomes**
More engagement in Foundry's services.

## 2. Wellness advocacy

**Opportunity**
Mobilize youth and caregivers to advocate for Foundry's services and to participate in research.

**Action**
Provide passive wellness information, research updates and opportunities to get involved with Foundry.

**Considerations**
Consider this as your ongoing tune-up. It's about re-engaging our existing audience to get involved in new ways, like advocacy and research participation.

**Outcomes**
More advocacy and research engagement.

# Email

Email is a key tool to mobilize youth and caregivers to use Foundry's services and to join in wellness advocacy, like research or events. We keep our emails simple, to-the-point and always relevant to what youth and their families might be feeling at that particular moment in time.
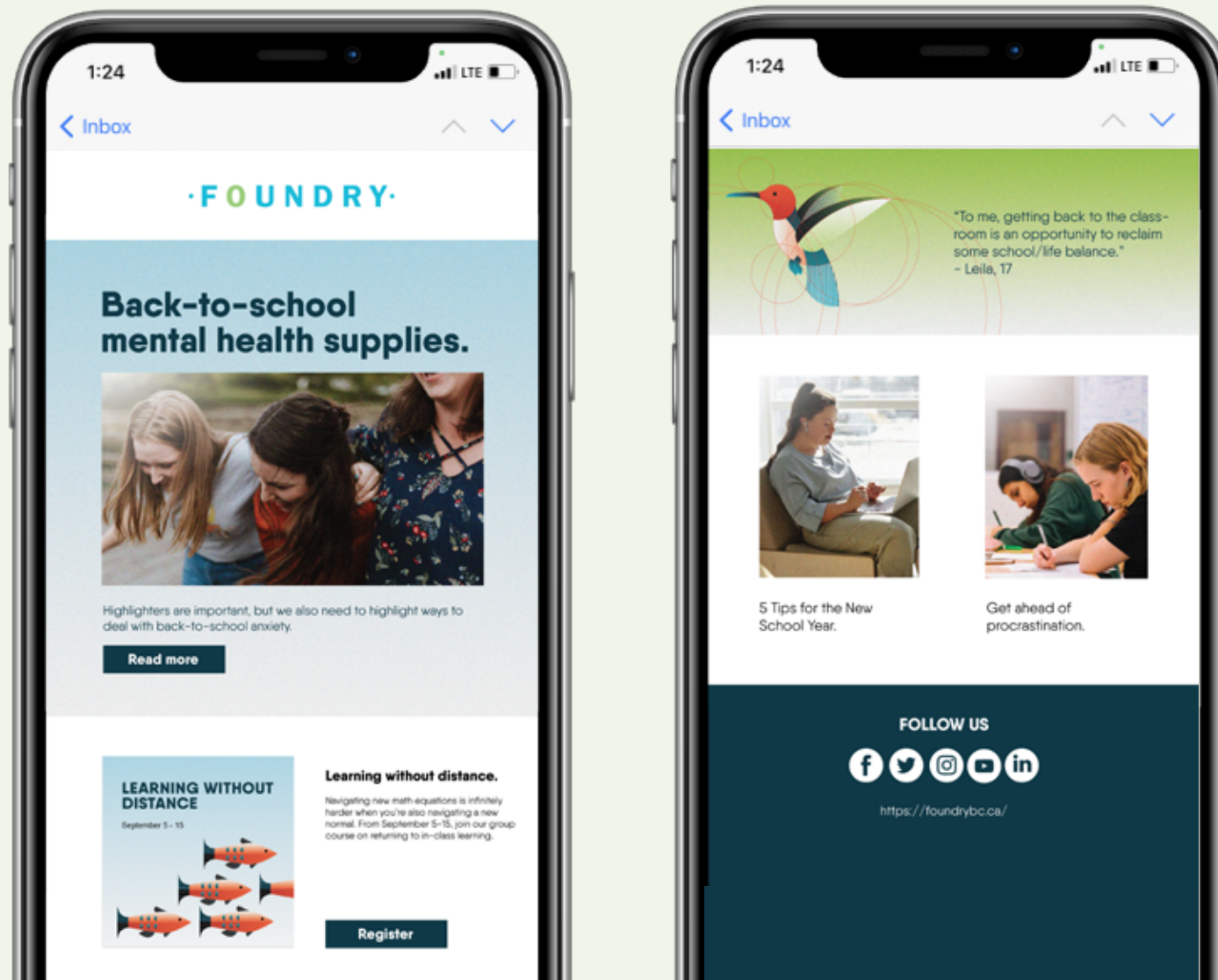
# Partnership Approach

# Make a great pair

## OUR OWN CHANNELS

## PARTNERSHIPS, PR, AND PAID

## PARTNER CHANNELS

When we create content for existing followers, we always stick to these values:

- Celebrate nuance, individuality, and community.
- Focus on youth first.
- Learn and evolve through our posts.

To meet new youth and invite them to Foundry, we create content with partners who will help us find new connections.

Good partnerships will:
- Feel natural and not contrived
- Align with our values
- Build awareness for Foundry

We should pick channels that have a distinct personality but also align with Foundry's values.

Types of partners:
- Social media creators (gamers, foodies, athletes)
- Media hubs
- Other brands

# Stay on the same page

Once we find a good match, let's help our partners create content that aligns with our pillars while also leaving room for creative interpretation.

## Demystify

Partnership thought starters:

- Enlist partners to share Foundry's social content.

- Get partners to take us on a tour of Foundry.

- Have partners break down the services offered.

- Do how-to videos on accessing services in BC.

**45% focus**

## Celebrate

Partnership thought starters:

- Co-host Q&As with Foundry youth, ambassadors, and partners.

- Organize collabs with artists to create work that tackles mental health stigma.

**45% focus**

## Rally

Partnership thought starters:

- Have partners share Foundry's social content.

- Get partners to help spread the word about research and participation.

**10% focus**

| DEMYSTIFY | CELEBRATE | RALLY |

# Appendix
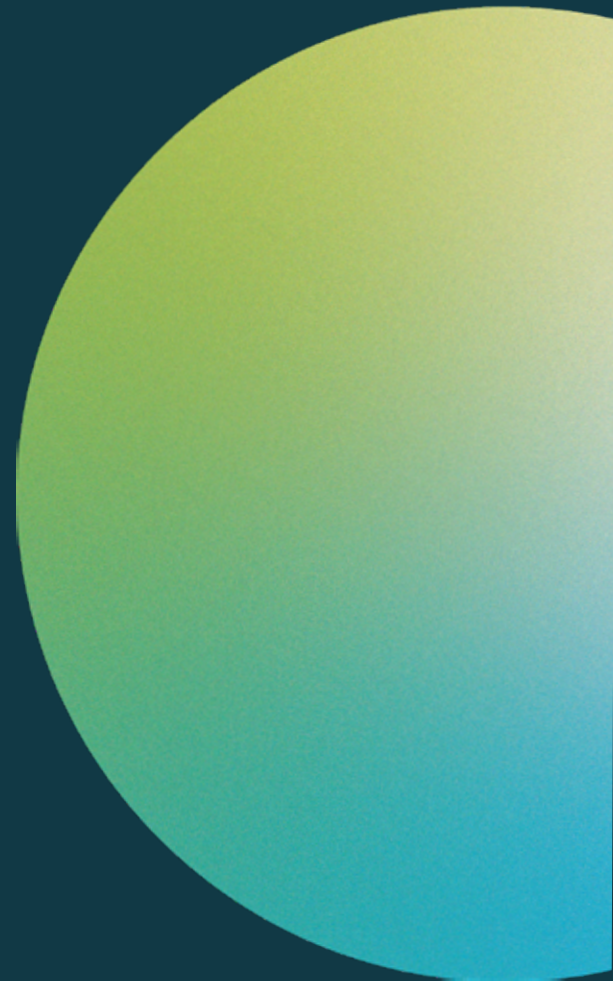
# Inclusive content guidelines

There are enough barriers between youth and getting the help they need. Let's not put up anymore. This is how we keep everything inclusive and accessible.

- Keep copy clear and concise.

- Don't put URLs in images.

- Avoid cluttering captions with too many hashtags. If you need to use more than one, bundle them at the end.

- Use CamelCase for multi-word hashtags (#BritishColumbia vs. #britishcolumbia).

- Use adequate font sizes for legibility on mobile.

- Use gender neutral pronouns like we, us, they, them, theirs, and themselves.

- Use skin-tone inclusive emojis.

- Add alt-text to images that explain what's in the visual.

- Always include captioning on videos (either SRT or baked-in).

# Brand Framework



**BRAND POSITIONING**

Life care for youth

### CATEGORY

Existing models of youth health services mean treatment occurs at times of crisis to restore someone back to health. But people don't see themselves as just 'healthy' or 'unhealthy', and they don't need a crisis to be the reason they speak to someone about how they feel. And with traditional health services having a reputation for being dated, slow and expensive, few are choosing to go to the people and places who might be best-equipped to help them.

### MISSION

To support youth in living a good life.

### BENEFIT

Functional: access to advice, experts, tools, and resources to help youth.

Emotional: a place just for youth to focus on themselves.

### VALUES

Learn and evolve
Appreciate individuality
Celebrate community

Share the load
Committed to youth
Embrace nuance

### PERSONALITY

Brave
Relentless

Intuitive
Inquisitive

### AUDIENCE

We're navigating life in a world of inequality, polarization, and impossible expectations from media, friends and family, and even higher ones we put on ourselves. Despite these pressures affecting every aspect of our lives, we know it's completely natural to shift between feeling good or feeling a bit off at any time. With technology at our fingertips, we can learn everything and do anything. Ultimately, we see each moment as an opportunity to focus on living a good life.

# You can take it from here.

If you have questions about our Social Playbook, brand, or services, reach out to social@foundry.com